

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 834-4179
 FAX (716) 834-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #154180	CC:	K. JURGENSEN
	MR. J. DERIGO DERIGO SALES	CC:	
FAX #:	(716) 834-9516		

*Customer List includes displays for F. Colucci.*PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE	CASE	STATE	BRAND STYLE	NUMBER OF	#/CARTONS TO	#/SKUs (#545462)
12300-	SIZE	USE		CASES	PACK @ DISPLAY	DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120 (916) 108
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

PRODUCT PO # 081 *dwg*DISPLAYS / PREMIUMS PO # 0731 *8230 0957*

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
113	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 X 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1,3500	SKU CUBE
2,2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
7	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98.**
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51845 6924

DATE: 98-07-10
TIME: 02:24 PM

WHOLESALE : 154180 DERIGO SALES, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162629	746533	AT'S CORNER STORE	2894 ELMWOOD AVE	KENMORE	NY	14217	2				(716) 873-7745
162601	162629	574026	U.S. QUALITY FOOD	471 E FERRY ST	BUFFALO	NY	14208	2				(716) 883-6335
162601	162625	397616	JOHN'S TOBACCO	403 MAIN ST	BUFFALO	NY	14203	1				(716) 871-1665
162601	162625	574995	QUICK CHECK MR	2580 ELMWOOD AVE	BUFFALO	NY	14217	1				(716) 883-6335
162601	162625	664573	MARK'S FOOD SHOP	3301 HYDE PARK BL	Niagara Falls	NY	14305	1				(716) 284-2928
162601	162622	769359	AMON CONVENIENT FOO	1041 ENGLEWOOD RD	TONAWANDA	NY	14223	1				(716) 876-8760
162601	162626	691528	M&R FASTSTOP	221 OLIVER ST	N TONAWANDA	NY	14120	1				(716) 743-0919
162601	162629	460480	JOE'S SERVICE CENTE	1602 ELMWOOD AVE	BUFFALO	NY	14207	1				(716) 877-9823
162601	162625	644572	E. FERRY CLOVER FAR	436 E FERRY ST	BUFFALO	NY	14208	1				(716) 885-9238
162601	162626	799271	PARKSIDE MARKET	1150 SHERIDAN DR	TONAWANDA	NY	14150	3				(716) 447-9169
162601	162629	658852	COLVIN-CONVENIENT	630 COLVIN AVE	BUFFALO	NY	14216	1				(716) 877-4440
162601	162626	398665	CPM #33-015	3030 SWEET HOME R	AMHERST	NY	14228	1				(716) 691-7655
162601	162625	396895	HOLLY FARMS MARKET	233 - 235 ALLEN S	BUFFALO	NY	14201	1				(716) 882-2733
162601	162622	765413	SDO GAS #7	4004 LAKE AVE	LOCKPORT	NY	14094	2	NYS	1260-0000	SAD0089	(716) 434-1184
162601	162629	765275	KWK SHOP	185 ESSER AVE	BUFFALO	NY	14207	1	NYS	1260-0000	SAD0089	(716) 875-5363
162601	162626	497268	STOP N GAS #11	8811 NINARA FALLS	Niagara Falls	NY	14304	2	NYS	1260-0000	SAD0089	(716) 297-9338
162601	162626	398795	BBB CIGAR STORE	2006 MAIN ST	Niagara Falls	NY	14305	1	NYS	1260-0000	SAD0089	(716) 282-118
162601	162625	809737	PRICE RITE MARKET	324-26 W. DELAVAN	BUFFALO	NY	14213	1	NYS	1260-0000	SAD0089	(716) 885-2887
162601	162626	128682	MIKE KEXFORD SERVIC	1940 NINARA FALLS	TONAWANDA	NY	14150	1	NYS	1260-0000	SAD0089	(716) 692-7017
162601	162622	128934	DYNAMASH & GAS	2905 S. MAIN ST.	NEWPANE	NY	14108	1	NYS	1260-0000	SAD0089	(716) 776-7899
162601	162629	311007	LITER'S DELI	897 TONAWANDA ST	BUFFALO	NY	14207	1	NYS	1260-0000	SAD0089	(716) 873-6153
162601	162625	396875	BILLS DELI	32 ALLEN ST	BUFFALO	NY	14202	1	NYS	1260-0000	SAD0089	(716) 882-3755
162601	162629	766721	FARM FRESH MARKET	MOHAMED A. TAHER	BUFFALO	NY	14215	1				(716) 838-6082
162601	162629	779255	DERIGO RETAIL #1	3790 HARLEM RD	BUFFALO	NY	14215	3				(716) 834-7590
162601	162625	705607	EIMWOOD NEWS	988 EIMWOOD AVE	BUFFALO	NY	14222	1				(716) 883-4255
162601	162629	705604	IMPERIAL FOOD MKT	3039 BAILEY AVE	BUFFALO	NY	14215	2				(716) 892-1216
162601	162629	705606	WALDEN CONVENIENT	599 WALDEN AVE	BUFFALO	NY	14211	1				(716) 892-4669
162601	162629	634670	APIUS MINI MART (F)	4401 UNION ROAD	CHEEKTOWAGA	NY	14225	1				(716) 631-0009
162601	162625	660888	WE NEVER CLOSE	1054 EIMWOOD AVE	BUFFALO	NY	14222	1				(716) 886-5498
162601	162629	601156	COMMUNITY FOOD	535 WALDEN AVE	BUFFALO	NY	14211	1				(716) 892-4490
162601	162625	624669	A-PLUS MINI MARKET	1981 EIMWOOD AVE	BUFFALO	NY	14214	1				(716) 835-0461
162601	162629	467548	FOOD PLUS	414 E AMHERST ST	BUFFALO	NY	14215	3				(716) 834-1087
162601	162629	397117	PIKE'S PEAK DELI	1318 EIMWOOD AVE	BUFFALO	NY	14211	1				(716) 896-0317

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS		CHA0104	(716) 735-7511
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS			(716) 735-7066
162602	162625	373036	UNION MARKET	177 RILEY ST	BUFFALO	NY	14209	1	NYS			(716) 884-0502
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	3				(716) 824-6137
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	2		1260-0000		(716) 824-0438
162603	162623	663808	WOODLAWN DELI	3306 LAKE SHORE R	BLADELL	NY	14219	1				(716) 824-1310
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	2		1260-0000		(716) 826-8121
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	2		1260-0000		(716) 627-7319
162603	162625	397193	SERAFINI'S DELI	1892 SENECA ST	BUFFALO	NY	14210	2				(716) 824-7203
162603	162623	788813	STOP N GAS #15	5498 CAMP RD	HAMBURG	NY	14075	2		1260-0000		(716) 649-1007
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	2				(716) 894-4900
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1				(716) 855-3828
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	5				(716) 826-6199
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	5				(716) 828-1160
162603	162625	522920	SOUTH PARK MKT	505 S PARK AVE	BUFFALO	NY	14204	2				(716) 853-2158
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3				(716) 822-1651
162603	162625	128582	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY	14210	1	NYS			(716) 825-5372
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	2	NYS	1260-0000	STOO166	(716) 856-5687
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCI	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716) 627-2170
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	2	NYS	1260-0000	STA3856	(716) 649-5930
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716) 825-6484
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716) 627-3401
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	2	NYS	1260-0000	GAS4100	(716) 675-2788
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	2	NYS	1260-0000	GAS0001	(716) 897-2781
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	2				(716) 593-2630
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	5				(716) 366-4909
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	2	NYS	1260-0000	YOR1225	(716) 493-5722
162606	162623	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	2	NYS	1260-0000	SAD9718	(716) 353-9957

PAGE BREAK TOTAL ACCOUNTS 70 TOTAL QUANTITY 115

TEMPLATE TOTAL ACCOUNTS 70 TOTAL QUANTITY 115

***** END OF REPORT FOR PROMOTION 801271 *****

+1 F. Colucci
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